



Marketing and Outreach Specialist Office of Economic Innovation & Partnerships University of Delaware

Context of the Job

The mission of the Office of Economic Innovation and Partnerships (OEIP) is to (1) develop social and economic value from UD's knowledge-based assets by advancing UD's IP, inventions, and technologies from the laboratory to the marketplace through partnerships and collaborations, (2) promote innovation and entrepreneurship across the University community and (3) develop and sustain the growth of small technology-based businesses in Delaware.

The Office has four operating units – Administration, Technology Development, Small Business Development (SBDC), and the Procurement Technical Assistance Center (PTAC).

The Spin In® Program provides experiential learning opportunities to stimulate innovation & entrepreneurship in the student community. Interdisciplinary teams of students partner with early-stage entrepreneurial companies, entrepreneurs, and faculty to develop promising innovative ideas and to address technical and business challenges. Teams are provided unique opportunities to solve real-world business problems within a real-world entrepreneurial start-up environment, while directly resulting in the development of new products, businesses with scalable opportunities, jobs, and a highly skilled workforce to support regional industries and initiatives.

Major Responsibilities

Responsibilities entail taking part in a collaborative team to support marketing, communications, and outreach for the Spin In® program:

- Assist in the development and execution of strategic marketing strategies.
- Provide graphic design support following University of Delaware brand guidelines.
- Design and edit content for posters, postcards, brochures, e-marketing.
- Provide digital communications support; create e-marketing campaigns utilizing various email/web marketing platforms.
- Coordinate outreach for recruiting potential partners, projects, mentors, and students.
- Collaborate with College & Departments for outreach to establish student recruiting pipelines.
- Maintain program data, results for reporting purposes and program enhancement.
- Develop and deliver program surveys; manage data results.
- Assist in the planning and coordination of program events and meeting logistics.
- Assist with other communication and administrative functions, as assigned.

Qualifications:

- Must have experience in marketing, communications, visual communications, or related field.
- Experience working in an academic or non-profit environment is desirable.
- Excellent communication skills, both verbally and in writing.

- Proficient computing skills (Microsoft Office Suite); experience with Adobe InDesign, Adobe Photoshop and/or Canva or other related design software.
- Experience with website software, e-marketing tools.
- Experience with photography/videography is a plus.
- Ability to be flexible and manage time to meet job requirements.
- Ability to organize resources and establish priorities. Must be detail-oriented, organized, and able to manage multiple tasks and objectives.
- Demonstrated ability to work effectively as part of a team. Ability to interact well with people of all ages and diverse backgrounds.

Terms and Conditions:

Position will work for approximately 20 hours per week remotely until ~April and transition to hybrid. Position is paid hourly, no benefits.

To Apply:

Please send a written application marked “Marketing and Outreach Specialist” via e-mail to: oeip-info@udel.edu. Please include the following in your application: a cover letter, resume, 3 work examples of marketing materials, and contact information for two references.

This position will remain open until filled.

Employment offer will be conditioned upon successful completion of a criminal background check. A conviction will not necessarily exclude you from employment. The University of Delaware is an Equal Opportunity Employer which encourages applications from Minority Group members, Women, Individuals with Disabilities, and Veterans. The University’s Notice of Non-Discrimination can be found at <http://www.udel.edu/aboutus/legalnotices.html>.